

# **DRUG ENFORCEMENT ADMINISTRATION**

**OxyContin<sup>®</sup>  
Diversion  
and Abuse**

# OxyContin<sup>®</sup>

OXYCONTIN<sup>®</sup> II  
(OXYCODONE HCl CONTROLLED-RELEASE) TABLETS

- OxyContin<sup>®</sup> is a controlled release form of Schedule II oxycodone
- Manufactured in tablet form and intended for oral ingestion

United States	Mexico	Canada
10 mg 	10 mg 	10 mg 
20 mg 	20 mg 	20 mg 
40 mg 	40 mg 	40 mg 
80 mg 		80 mg 
160 mg 		

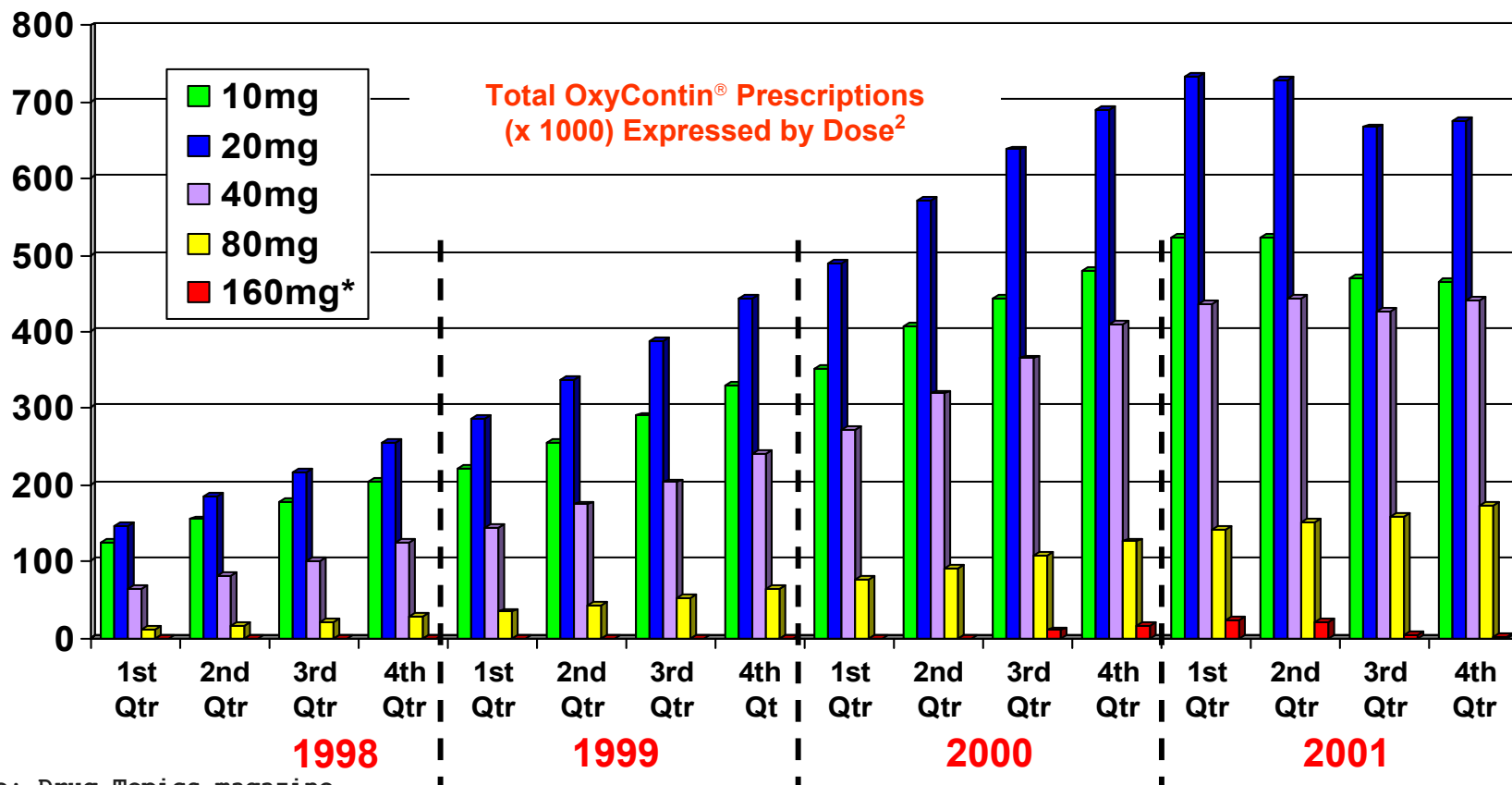
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Manufactured by Purdue Pharma

- Controlled release allows for longer duration of drug action
- Legitimately used as a medication to treat moderate to severe pain

# OxyContin<sup>®</sup>

- Sales more than \$1.45 billion<sup>1</sup>
- 7.2 million prescriptions in 2001<sup>2</sup>



<sup>1</sup>Source: Drug Topics magazine

<sup>2</sup>Source: IMS data

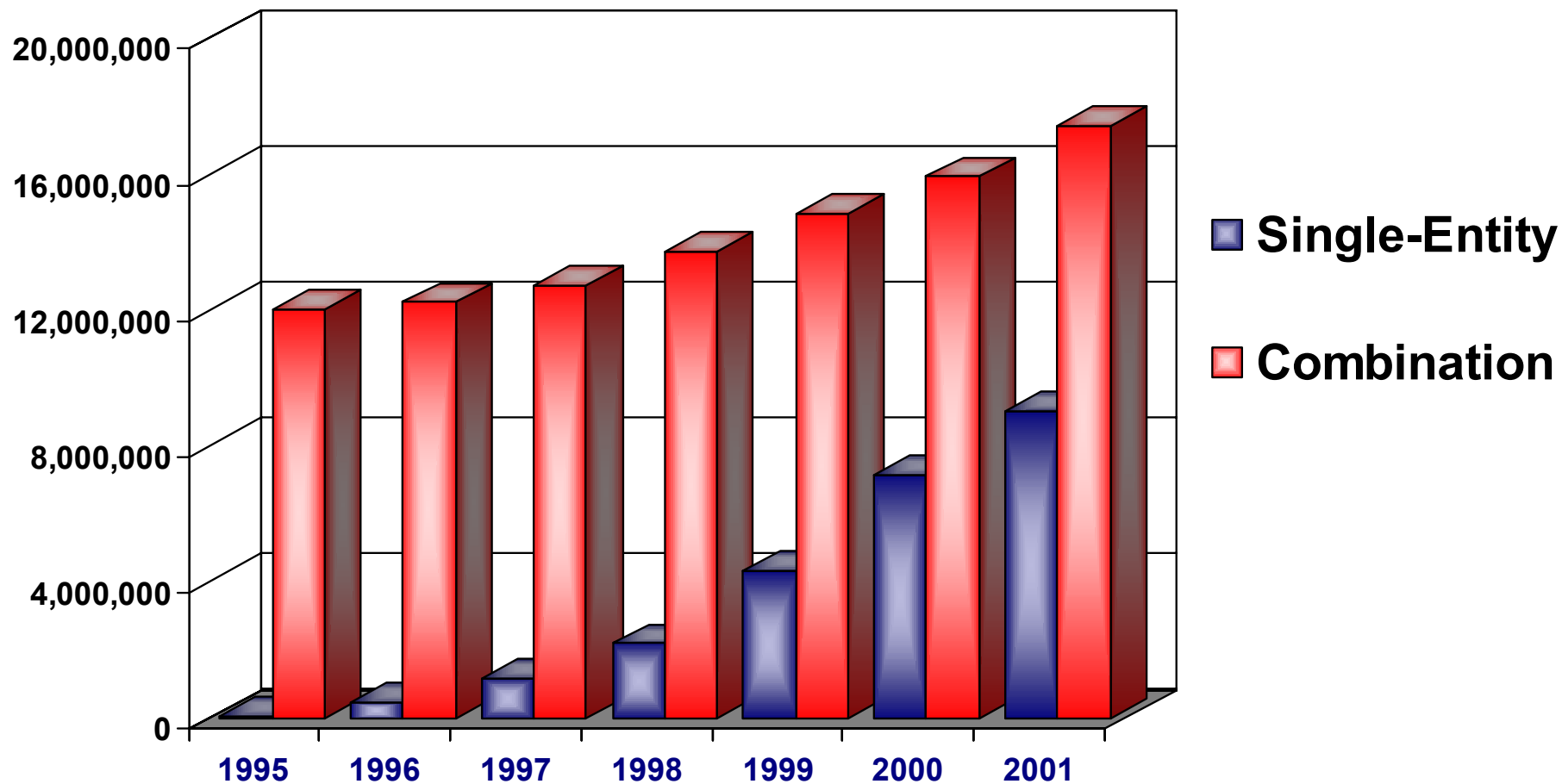


- **OxyContin<sup>®</sup>** now ranks highest in retail sales of all *brand-name* controlled pharmaceuticals (by dollar amount)

RANK	DRUG NAME	TOTAL RETAIL DOLLARS	% CHANGE 2000 - 2001
15	OxyContin	\$ 1,485,974,000	41%
26	Ambien	1,048,101,000	31%
53	Duragesic	530,004,000	50%
55	Adderall	511,728,000	66%
77	Concerta	370,393,000	N/A
155	Meridia	164,191,000	45%
180	Vicoprofen	138,135,000	20%
182	Xanax	136,064,000	(4%)
197	MS Contin	125,281,000	(.2%)

# Rxs Dispensed in the United States for Oxycodone

Single Entity vs. Combination



Source for data: IMS Health: National Prescription Audit Plus™



# OxyContin<sup>®</sup>

- The controlled release method of delivery used in OxyContin<sup>®</sup> allows for a longer duration of drug action, and consequently, it contains much larger doses of the active ingredient.
- **OxyContin<sup>®</sup> is a single-entity product. Most other oxycodone products contain aspirin or acetaminophen.**
- Abusers can easily compromise the controlled release formulation for a powerful morphine-like high.

# Common Means of OxyContin® Diversion

- illegal prescribing
- illegal sales
- pharmacy theft
- fraudulent prescriptions
- doctor shopping
- organized rings of individuals diverting and selling OxyContin®
- foreign diversion and smuggling into the U.S.



# Medical Examiner Data 2000 - 2001

**Medical Examiner reports from 32 states show:**

- **1,304 reports of oxycodone-positive toxicology received**
  - 134 excluded (AIDS, shotgun, suffocation, etc.)
  - 221 summary reports excluded
- **949 deaths associated with oxycodone**
- **146 deaths where OxyContin® was verified**  
(pills in stomach, at scene, or on person)
- **318 deaths in which OxyContin® was likely associated but**  
results not differentiated by the relevant ME (defined as  
oxycodone positive, no acetaminophen or salicylates  
found)



# **Methadone Treatment Program (MTP) Admissions:**

- **Figures obtained from the American Methadone Treatment Association report an increase of patients admitted to treatment programs as a direct result of OxyContin<sup>®</sup> abuse**
- **Programs in West Virginia, Pennsylvania, Kentucky, and Virginia report that 50% to 90% of newly admitted patients identified OxyContin<sup>®</sup> as their primary drug of abuse**

# Goal of DEA's National OxyContin<sup>®</sup> Action Plan

**An immediate impact  
on the abuse  
and illegal sale of  
OxyContin<sup>®</sup>**

# DEA's National OxyContin<sup>®</sup> Action Plan

## 1. Enforcement & Intelligence

- Coordinated operations have been initiated in DEA field offices to target individuals and organizations involved in the diversion and abuse of OxyContin<sup>®</sup>. This includes coordination with federal, state, and local agencies.

# DEA's National OxyContin<sup>®</sup> Action Plan

## 2. Regulatory & Administrative

- DEA is utilizing the full range of its regulatory and administrative authority in pursuing action that will make it more difficult for abusers to obtain OxyContin<sup>®</sup>. DEA is working closely with the FDA to strongly urge the rapid reformulation of OxyContin<sup>®</sup> by Purdue Pharma, to the extent that it is technically possible, in order to reduce the abuse of the product, particularly by injection.

# DEA's National OxyContin<sup>®</sup> Action Plan

## 3. Industry Cooperation

- DEA continues to stress the importance of voluntary cooperation from industry in adhering to the spirit and substance of existing law and regulation. The agency is increasing its cooperative efforts with all levels of industry in order to stem the abuse and diversion of OxyContin<sup>®</sup>. As the sole manufacturer of OxyContin<sup>®</sup>, the cooperation of Purdue Pharma is integral to the success of DEA's Action Plan.



# DEA's National OxyContin<sup>®</sup> Action Plan

## 4. Awareness / Education / Outreach Initiatives

- An aggressive, national outreach effort is being made to educate the public, schools, the healthcare industry, and state and local governments on the dangers related to the abuse of OxyContin<sup>®</sup>.

# OxyContin<sup>®</sup> Case Information



**2000**

**2001**

**TOTAL**

**Cases Opened by Fiscal Year**

**43**

**159**

**202**

**Arrests Made by Calendar Year**

**67**

**210**

**277**